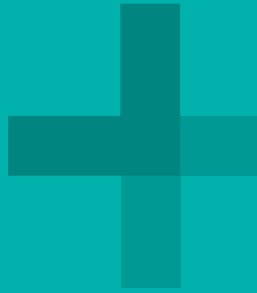




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ATHLETE LISTENING EXECUTIVE SUMMARY REPORT

July 2022

C+R
RESEARCH





BACKGROUND + OBJECTIVES

The Athletes Advisory Council (AAC) and the USOPC are actively working to understand where they are currently serving athletes well, and which areas athletes require better quality or additional services. The purpose of this research is to understand the overall athlete experience and needs that are and are not being met and to provide athletes with an opportunity to engage in two-way dialogue with the AAC and USOPC.

In conjunction with this effort, the research also assists with the congressional requirements outlined in the Empowering Olympic, Paralympic and Amateur Athletes Act of 2020.

Therefore, the objectives of this research are to:

- ★ Track athletes' experience, sentiment, service satisfaction, and overall needs from the AAC and USOPC
- ★ Provide athletes with a greater voice in the decision-making process for services they receive
- ★ Manifest change to either continue, discontinue, refine or improve various facets of the athlete experience



METHODOLOGY

Approach: 30-minute, self-administered survey. A list of 8,683 unique Athlete emails were provided to C+R, all of which received an invite to the survey from AthleteSurvey@crresearch.com.

Field Periods:

- Spring 2022: April 11– May 8, 2022 *Note: This wave was fielded in Spring instead of Fall, which may impact findings
- Fall 2021: October 25 – November 7, 2021
- Fall 2020: November 5 – 19, 2020

Sample Size of Surveys Completed:

n=340 Total Athletes

- Able-bodied Athletes: n=263
- Disabled Athletes: n=73
- USOPA Members: n=182
- AAC Ever Involved: n=83
- Summer: n=233
- Winter: n=103
- Current Athletes (last competed 2021-22): n=135
- Athlete Participation Level
 - Olympic/Paralympic Level: n=265
 - World Championships Level: n=229
 - Pan/Parapan American Games: n=131
 - World Cup: n=143

CHANGES IN SPRING 2022 WAVE

Context of AAC: USOPC AAC was evaluated as AAC in 2020 and 2021. Clarification was added that **USOPC AAC indicates the AAC leadership representatives that serve on behalf of the USOPC, not their respective NGB.*

Due to this change, statistical differences between data points of different waves will not be shown for this section of the report.

Survey Length: Survey ran about 20 minutes in 2020, 10 minutes in 2021 (light wave), and 30 minutes in 2022 (post-games evaluation was added). This is likely the reason for lower participation rates in the survey in 2022.

Field Dates: Waves in 2020 and 2021 occurred in the Fall, while wave in 2022 occurred in the Spring. It is possible that seasonality could impact results, although this is not always the case.

Note: Results of the Spring 2022 wave are still valid and important. The remainder of this report calls out potential impact of these changes on results to consider when interpreting the specific changes in data points.

REPORT DETAILS

The data provided in this report covers quantitative findings.

Throughout the report, significance testing is conducted between waves at the 95% confidence level as follows:

↑ = Spring 2022 is significantly higher than Previous Wave

↓ = Spring 2022 is Significantly lower than Previous Wave

Significance testing between waves is also indicated with letters:

- A = Significantly higher than Fall 2020
- B = Significantly higher than Fall 2021
- C = Significantly higher than Spring 2022

Key Takeaways

Trust & Satisfaction

Similar to 2020, most Athletes surveyed are proud of their achievements and experiences with Team USA.

However, trust in institutions is the #1 driver of satisfaction, but it has declined significantly this wave. While satisfaction with sensitive matters could be improved, it has remained steady since 2020.

In the past two years, there has been significant improvement in Athletes experiencing fewer issues with safety, discrimination, and anti-doping. Current Athletes also know how to report sexual misconduct, are more comfortable reporting it.

Well-being & Need Gaps

Satisfaction with physical wellbeing has declined while financial and social wellbeing remain low.

Gaps exist in needs being met for financial support and management skills, physical therapy, transition plans for retired athletes, and networking.

Awareness

The USOPC offers benefits of interest that may serve athletes' unmet needs, yet they go underutilized due to a lack of awareness. The services that are being utilized have overall high satisfaction ratings.

Many Athletes do not understand key terms and processes for eligibility and allocation of resources.

The AAC is becoming more familiar, however, less than half are aware of it and 1-in-5 have ever been involved. This is mostly due to Athletes being unsure if they are eligible to participate.

Similarly, only one-third of Athletes are familiar with USOPA and about half are satisfied with it.

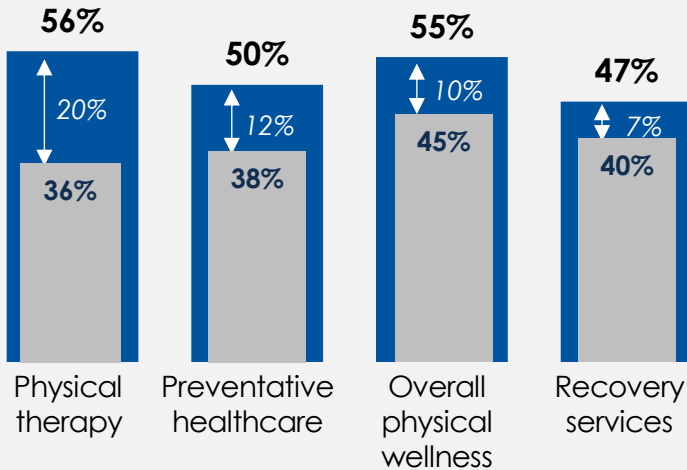
Athlete Well-being & Needs Gaps

Major/minor need
 Met completely/somewhat

Items on the podiums indicate the highest gaps between needs and how well they are met. The #1 needs to address are financial, #2 are physical, and #3 are social.

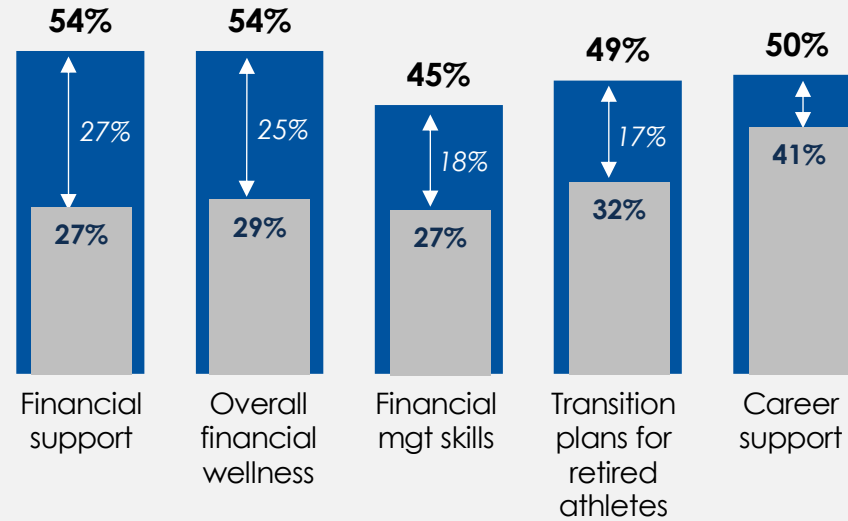
2 PHYSICAL WELLBEING NEEDS

(% Satisfied)
 Fall '21: 68% (B)
 Spring '22: 61% (C)



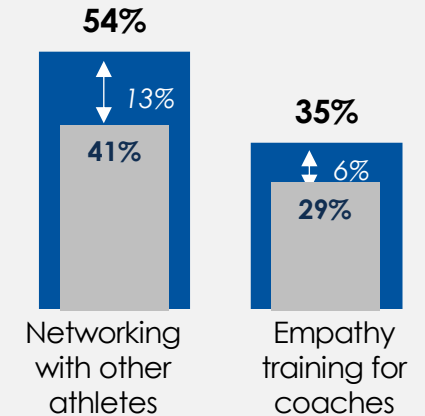
1 FINANCIAL WELLBEING NEEDS

(% Satisfied)
 Fall '21: 51% (B)
 Spring '22: 50% (C)



3 SOCIAL/MENTAL WELLBEING NEEDS

(% Satisfied)
 Fall '21: 56% (B)
 Spring '22: 51% (C)

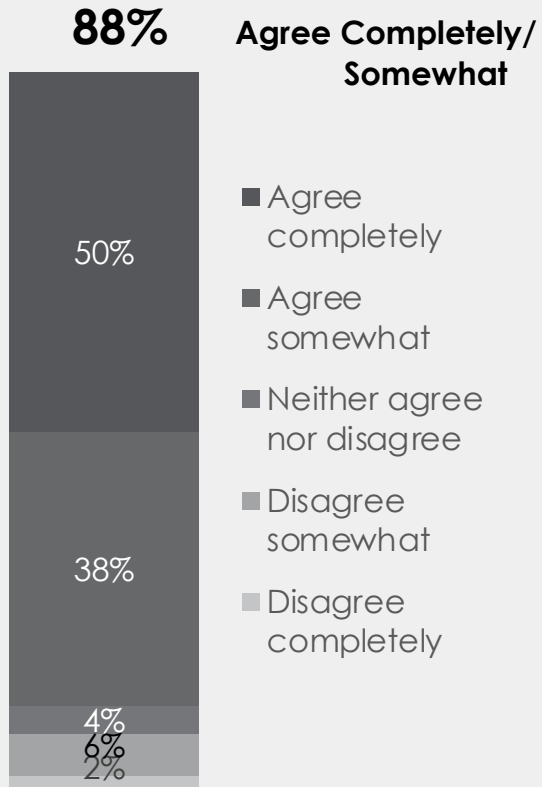




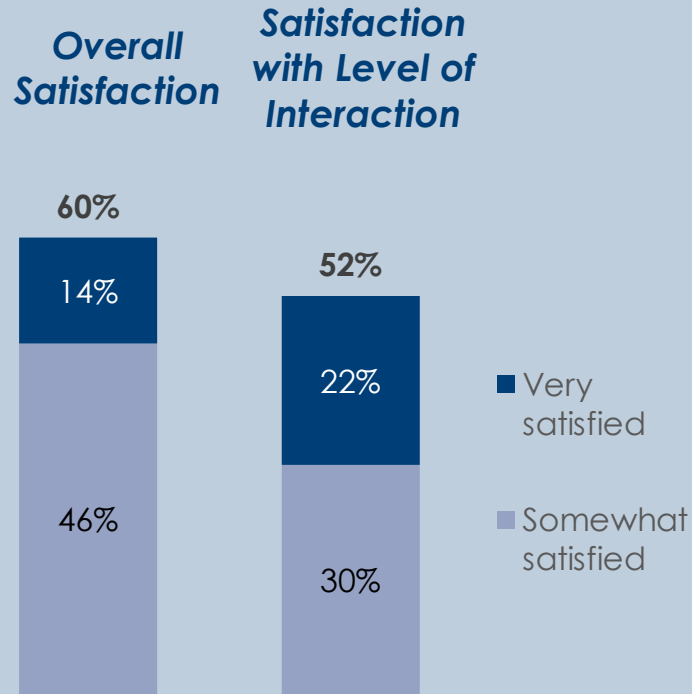
Supporting Data

Overall Satisfaction

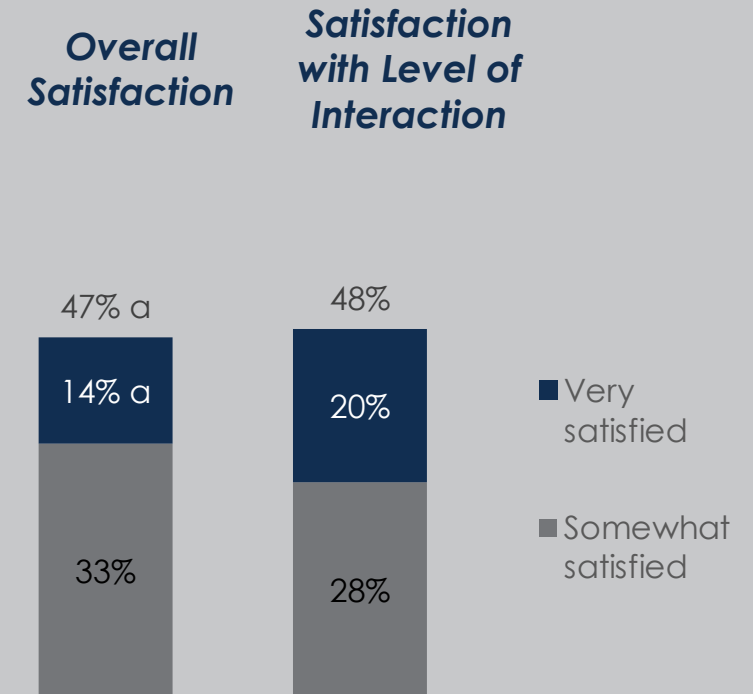
I am proud of my achievements and content with my experience as a Team USA Athlete



USOPC (% Very/Somewhat Satisfied)



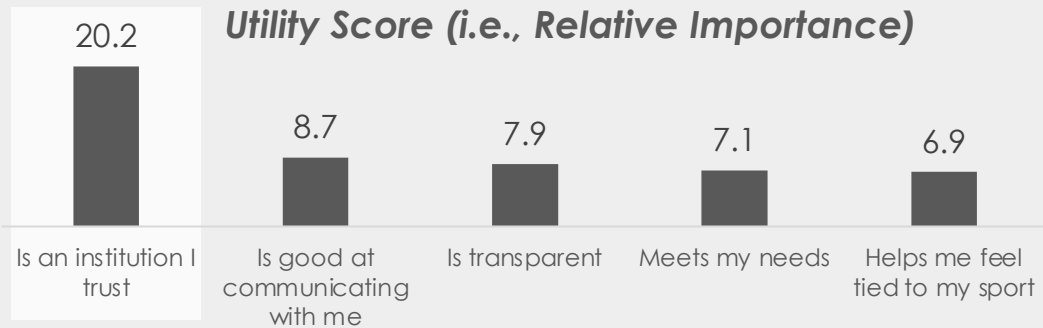
NGB (% Very/Somewhat Satisfied)



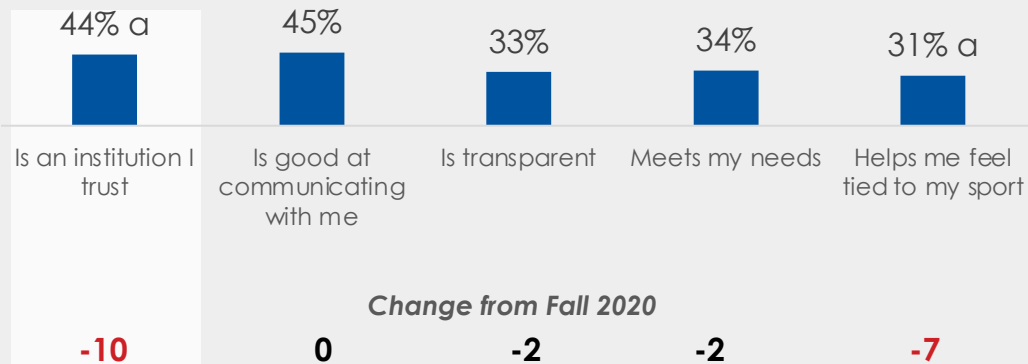
Base: Total Athletes (n=340)
 NOTE: Significant differences from prior waves are denoted by A/B if Spring 2022 is significantly greater at 90% confidence level or a/b if Spring 2022 is significantly lower at 90% confidence level. A/a refers to Fall 2020; B/b refers to Fall 2021; C/c refers to Spring 2022.

Drivers of Satisfaction and Sensitive Matters

Top 5 Drivers of Satisfaction (Among Total Athletes)



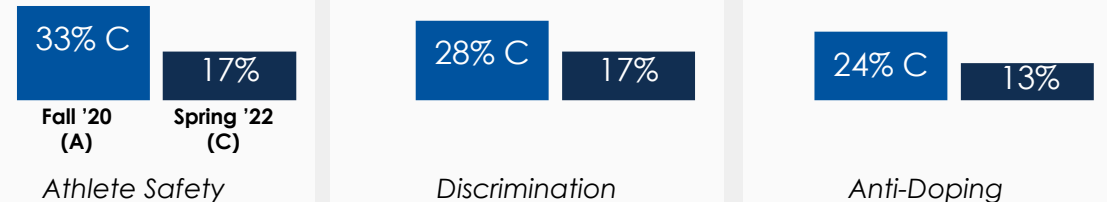
USOPC Perceptions (% Agree completely/somewhat)



Satisfaction with Sensitive Matters (% Very/Somewhat Satisfied)

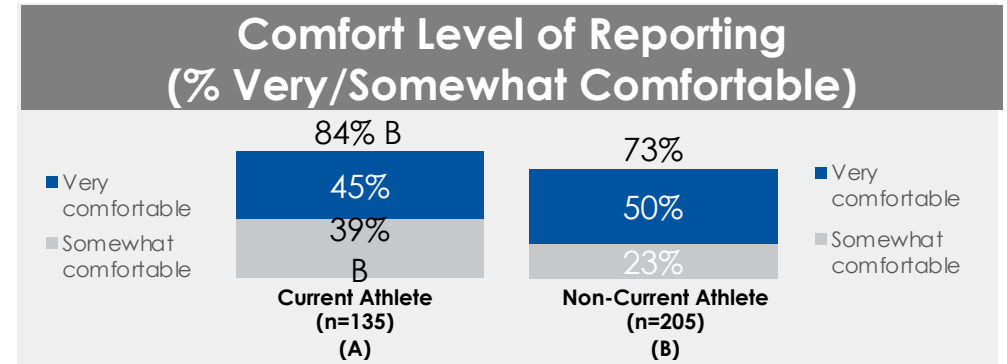
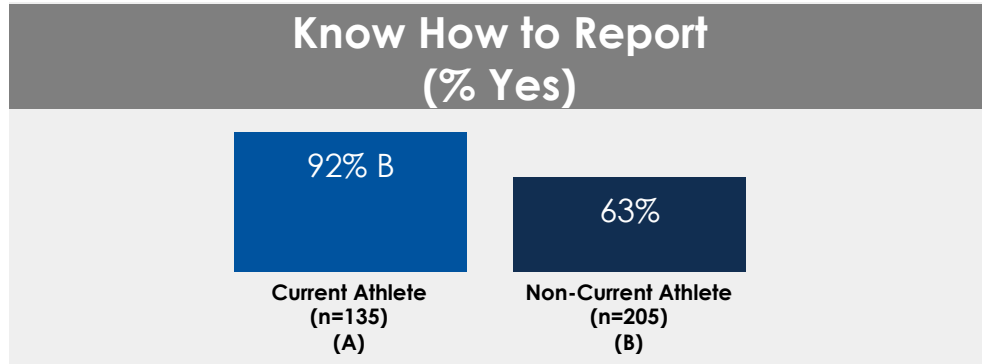


Critical Issues That Have Improved Since 2020

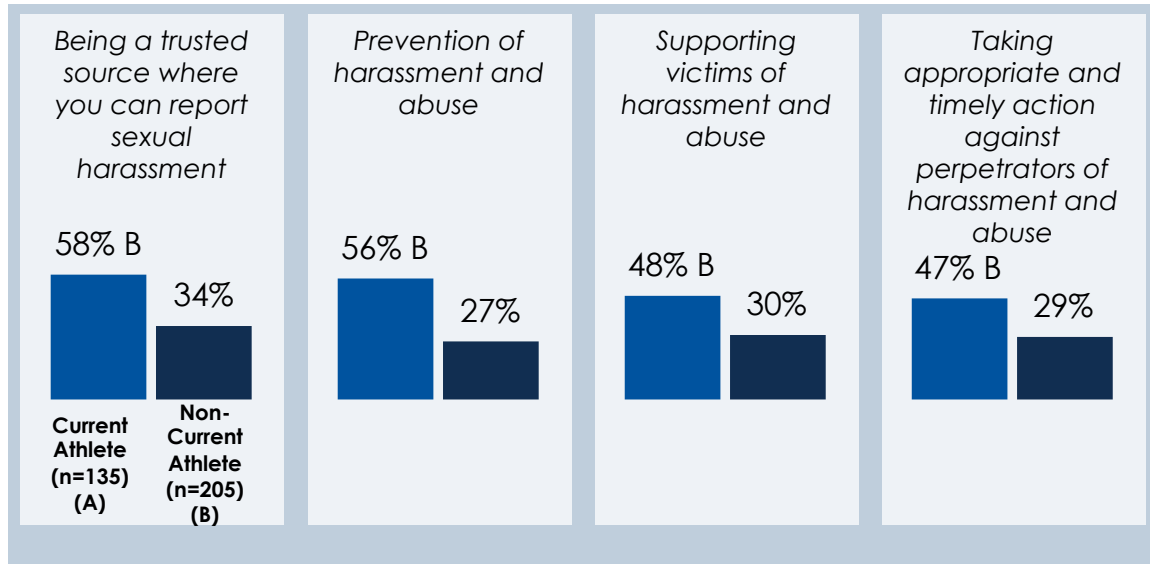


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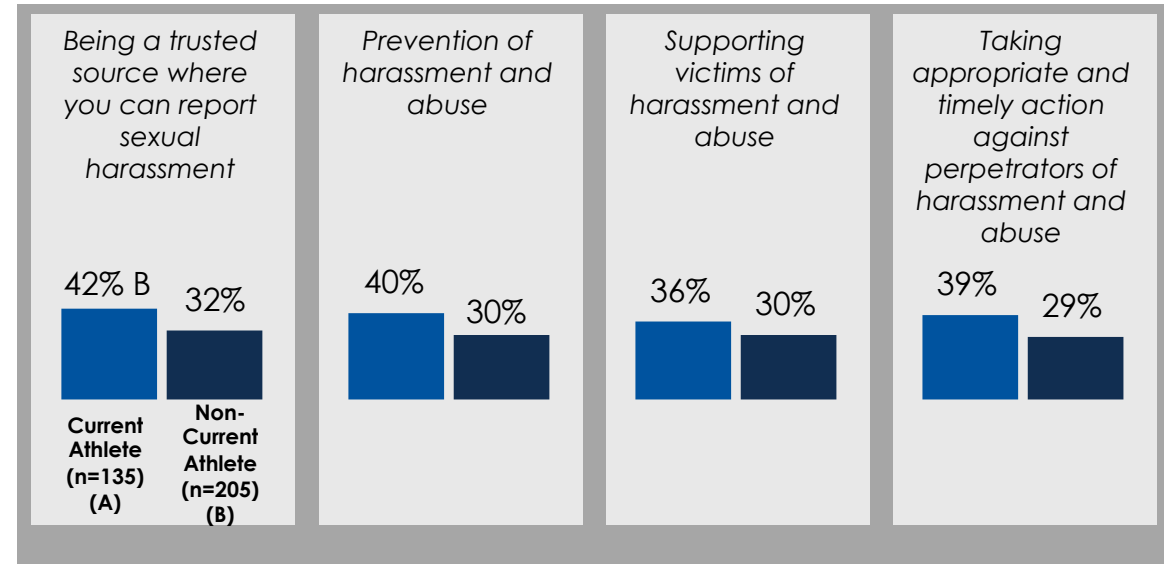
Satisfaction with Sensitive Matters



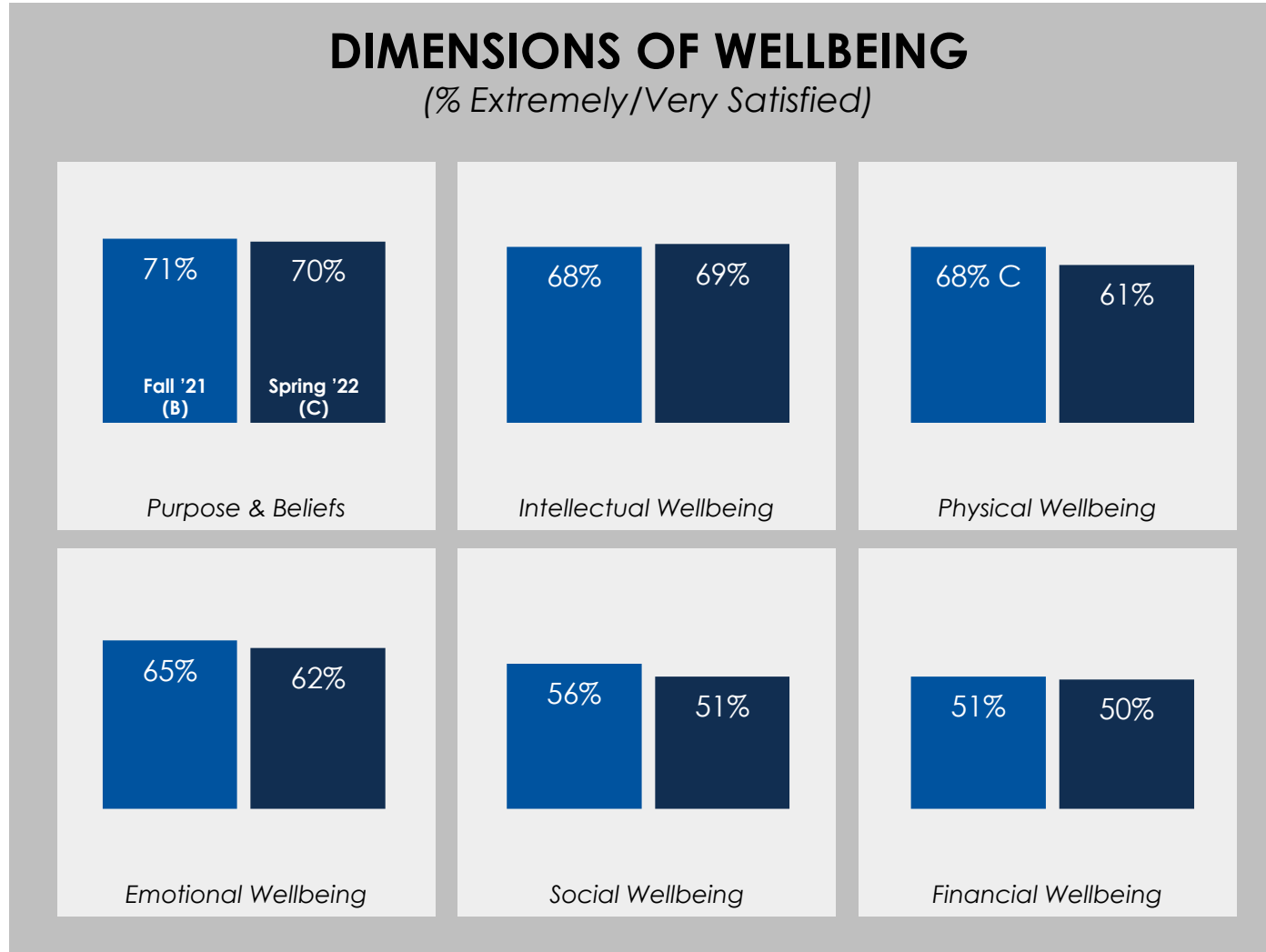
USOPC (% Very/Somewhat Satisfied)



NGB (% Very/Somewhat Satisfied)



The Overall Athlete Experience

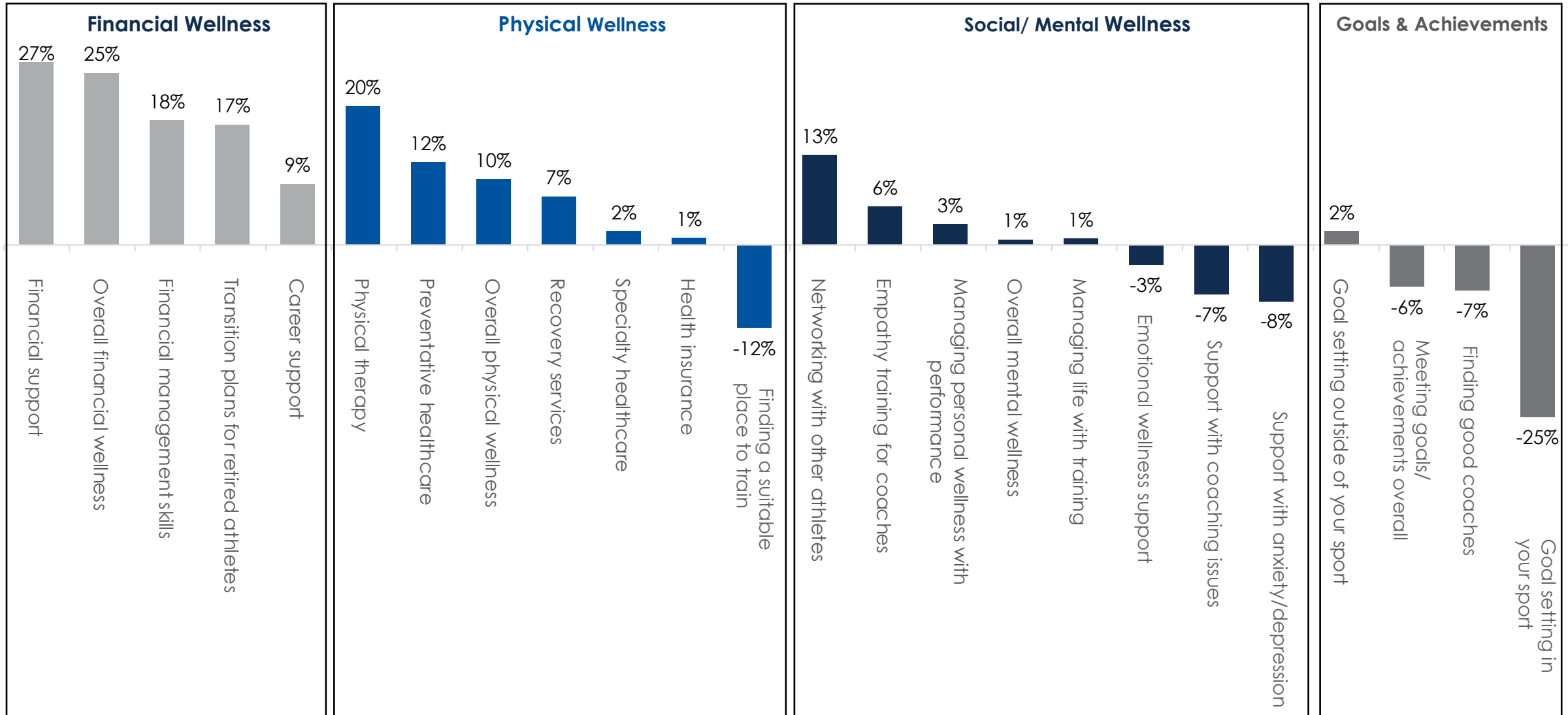


Base: Total Athletes (n=340)

NOTE: Significant differences from prior waves are denoted by A/B if Spring 2022 is significantly greater at 90% confidence level or a/b if Spring 2022 is significantly lower at 90% confidence level. A/a refers to Fall 2020; B/b refers to Fall 2021; C/c refers to Spring 2022.

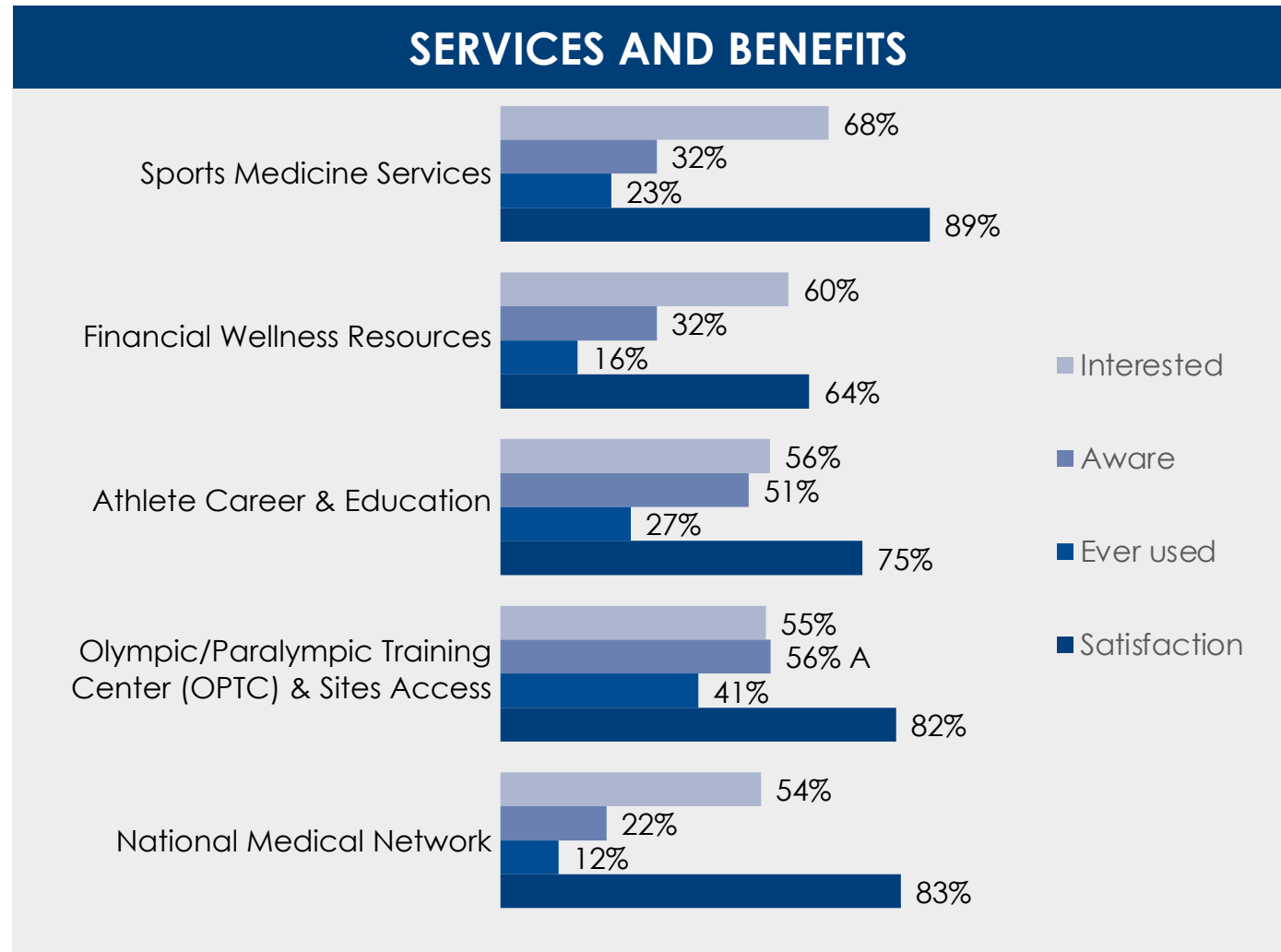
Athlete Needs Gap

% Gap (% Current Needs – % Needs Met Completely/ Somewhat)



Base: Total Athletes (n=340) / Note: 3-pt. scale where 1=Not a need I have and 3=A major need I have / Q10: Which of the following are needs you currently have in which the USOPC could support you, both within and outside the realm of your athletic career? / Note: 4-pt. scale where 1=Not met at all and 4=Met completely / Base: Have need / Q11: And currently, how well are each of these needs being met, for you personally, by the USOPC?

Awareness & Satisfaction with USOPC Services and Benefits

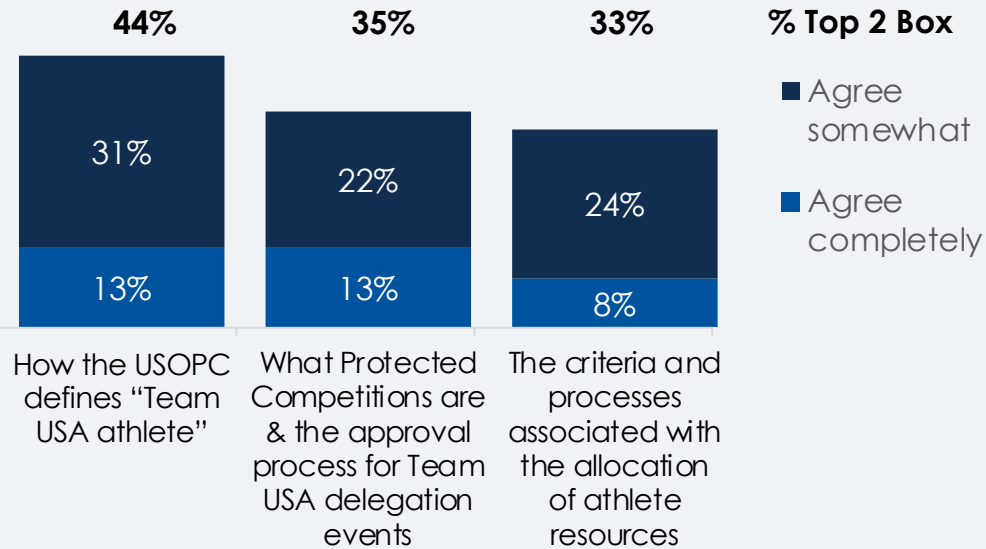


Base: Total Athletes (n=340) / Satisfaction Base: Ever used service (varies by service)
 NOTE: Significant differences from prior waves are denoted by A/B if Spring 2022 is significantly greater at 90% confidence level or a/b if Spring 2022 is significantly lower at 90% confidence level. A/a refers to Fall 2020; B/b refers to Fall 2021; C/c refers to Spring 2022.

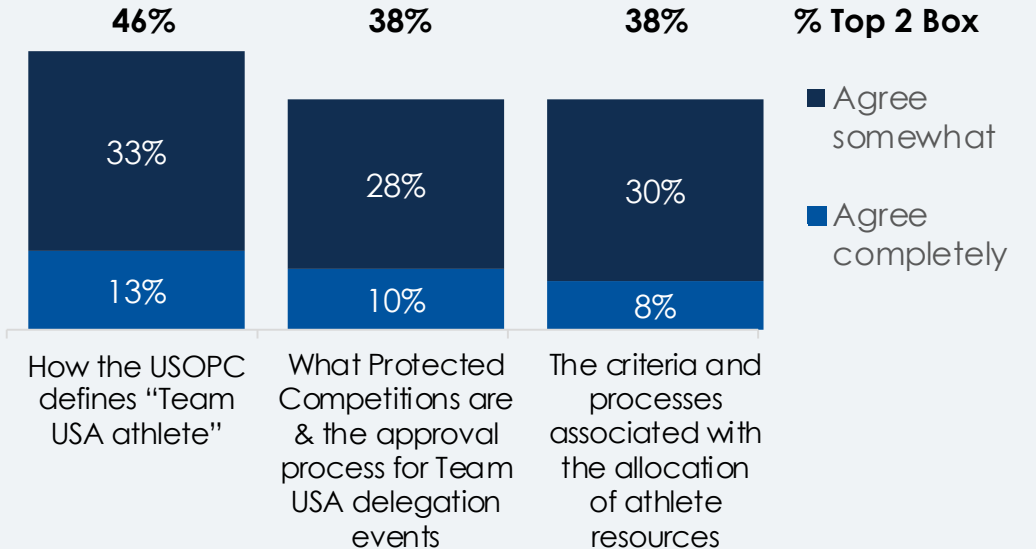
USOPC Terms & Processes Clarity

(% Agree completely/somewhat that "I understand...")

Among Total Athletes



Among Current Athletes



"I feel I have a **good understanding of what a Team USA Athlete** is based on what the USOPC has outlined." – Disabled Athlete

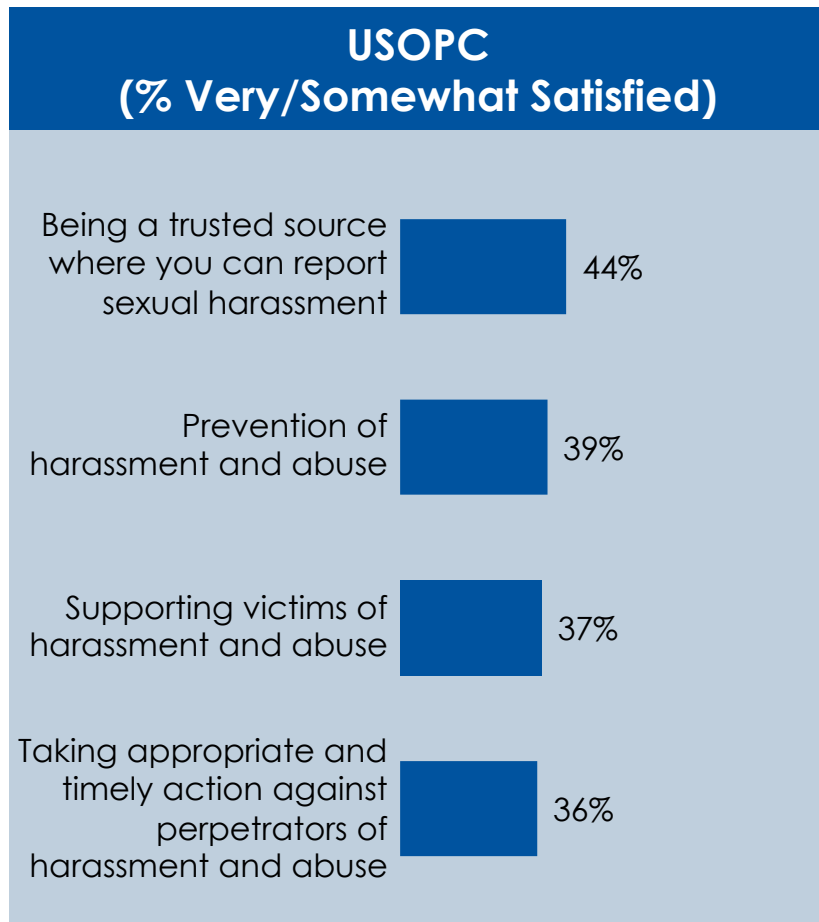
"When the selection procedures come out for a certain event, I can read and understand them, but **I do not know what a "Protected Competition" is.**" – Disabled Athlete

"I understand that there is a process for allocating resources to athletes, but **I do not understand when an athlete in my sport becomes eligible for them.** I know there **are "Tiers" in my sport that can make you qualify for some things.**" – Able-bodied Athlete



Additional Data

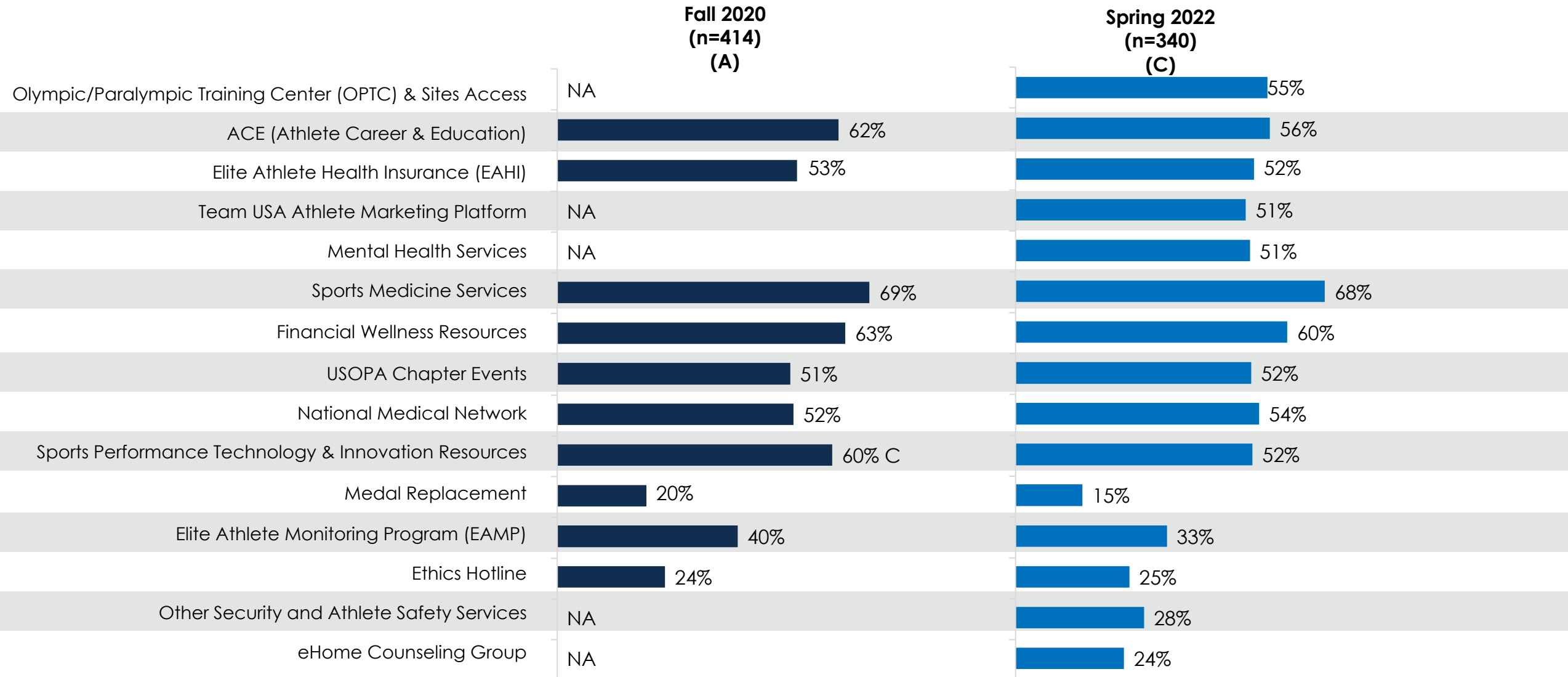
Satisfaction with Sensitive Matters



Base: Total Athletes (n=340)
 NOTE: Significant differences from prior waves are denoted by A/B if Spring 2022 is significantly greater at 90% confidence level or a/b if Spring 2022 is significantly lower at 90% confidence level. A/a refers to Fall 2020; B/b refers to Fall 2021; C/c refers to Spring 2022.

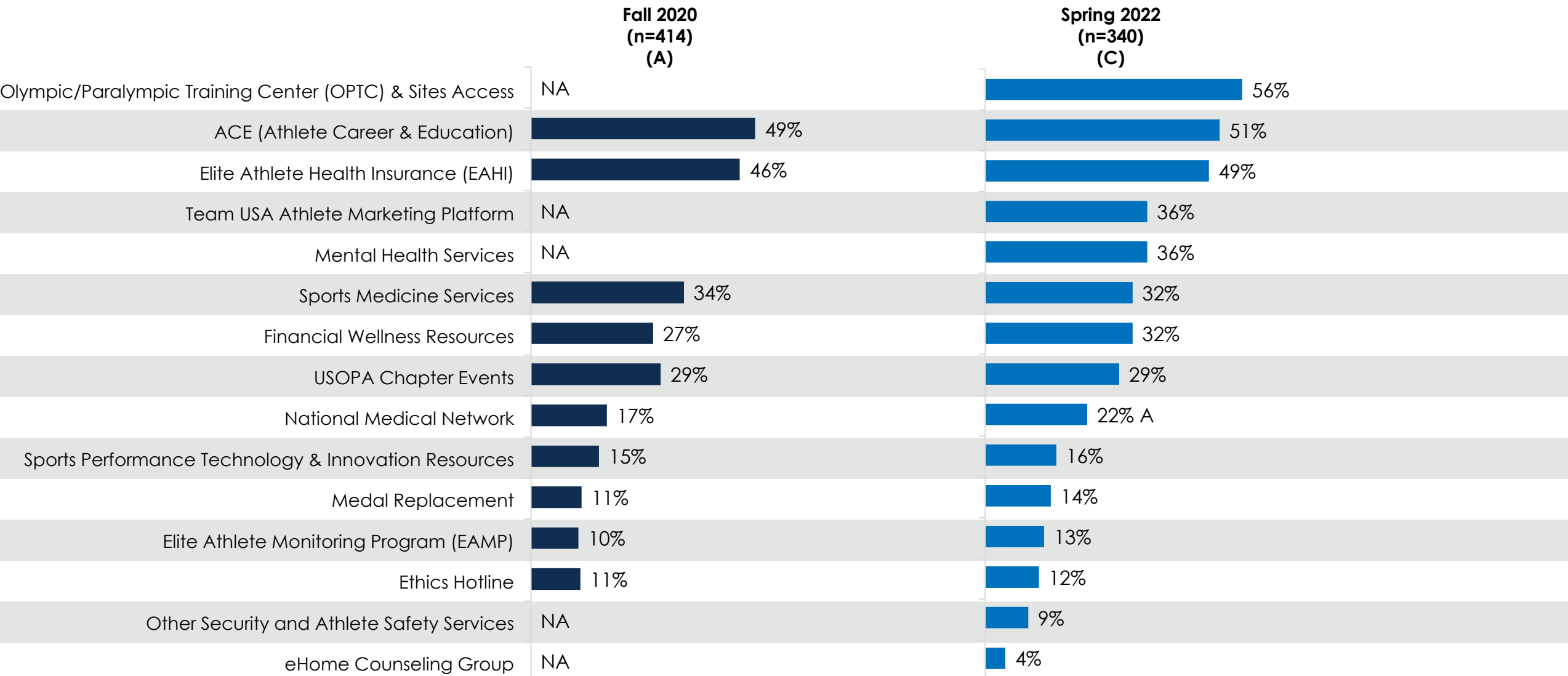
USOPC Services Interest (% Very/somewhat interested)

Ranked in order of awareness in Spring 2022



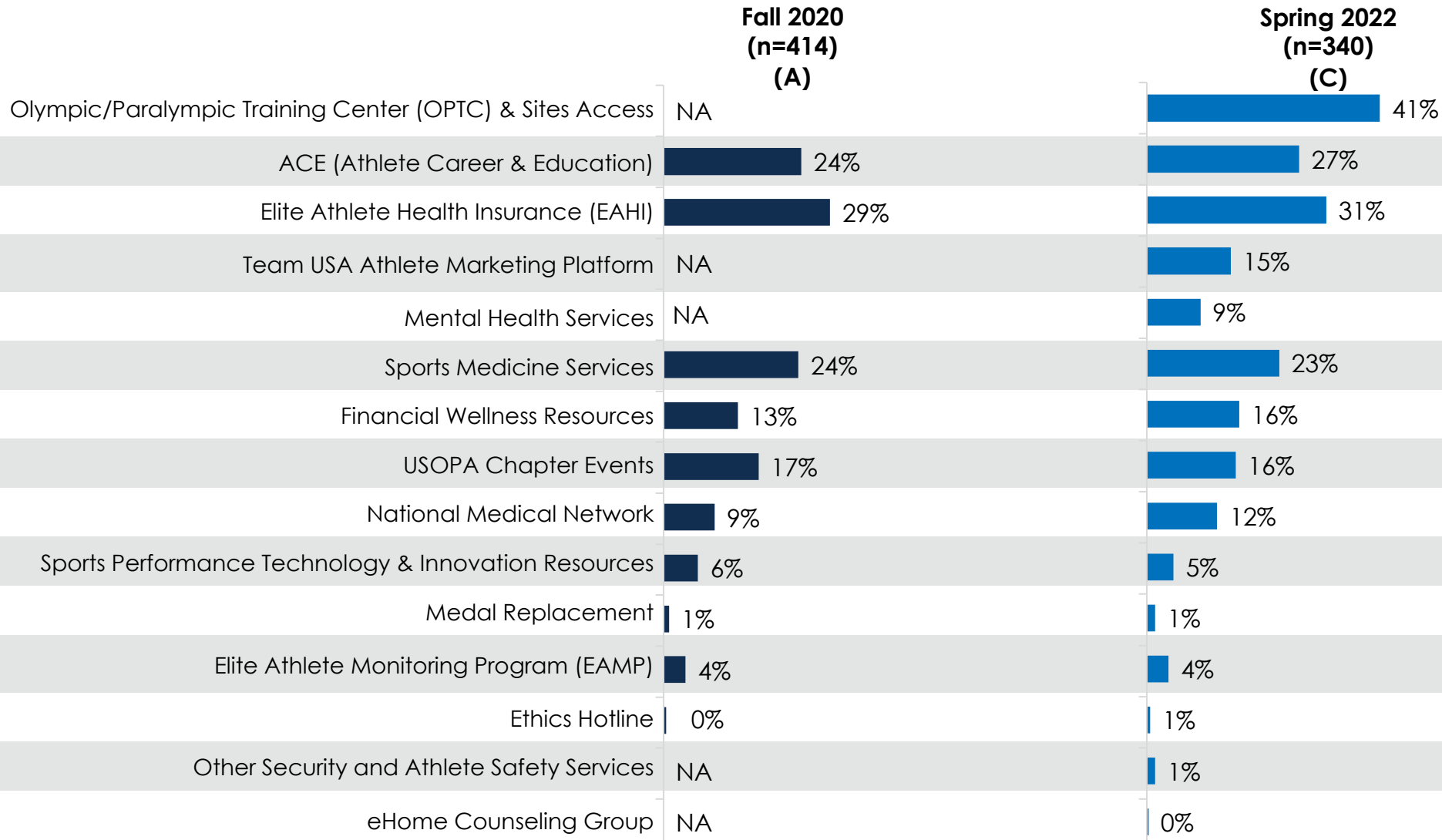
USOPC Services Awareness

Ranked in order of awareness in Spring 2022



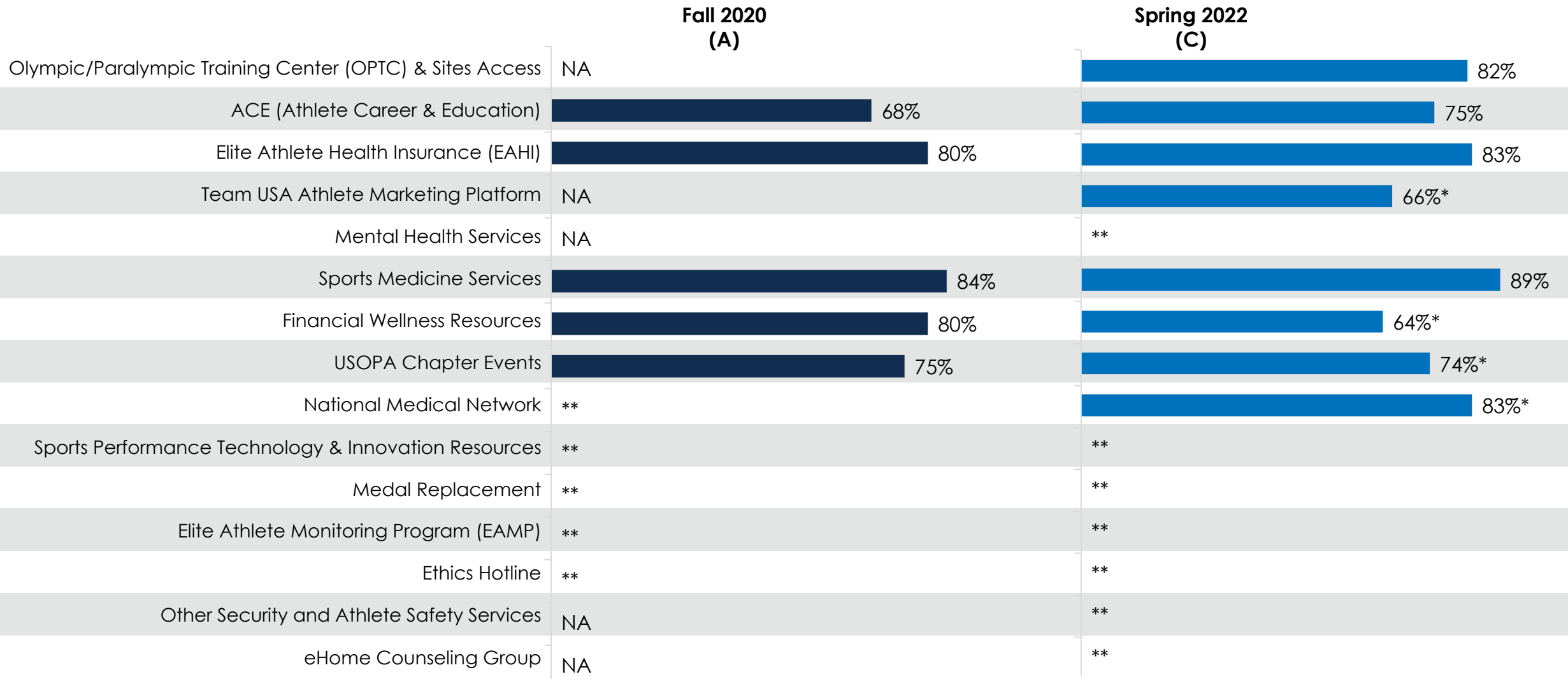
USOPC Services Ever Used

Ranked in order of awareness in Spring 2022

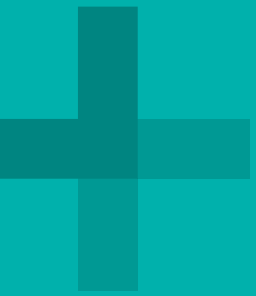


USOPC Services Satisfaction (% Very/somewhat satisfied)

Ranked in order of awareness in Spring 2022



* Small base size, use with caution / ** Extremely small base size, too small to analyze / Base: Ever used service (varies by service) / Note: Not asked in Fall '21 wave / Note: 5-pt. scale where 1=Very dissatisfied and 5=Very satisfied / Q14b: For the services/benefits offered, how satisfied were you with each one?



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